

February 22, 2013

To: Executive Board

Subject: **Foothill Transit Livery Revision**

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### **Recommendation**

Provide direction regarding exploring potential future livery changes for the Foothill Transit Fleet.

### **Analysis**

Foothill Transit's bus livery – the external paint and decal scheme – was originally designed and implemented when the agency was founded in 1988. Paint and decal technology has evolved significantly in the past 25 years, allowing for more visually striking livery designs that are easier to repair and update.

In December 2012, staff was directed to move forward with developing new conceptual designs for a proposed updated Foothill Transit bus livery for review, discussion and possible implementation at the February Executive Board Retreat.

The initial timeline for this project was intended to allow the Board the flexibility to take advantage of a very small window of opportunity to change the livery for the 64 buses that the agency has on order should this be desired. Including a new livery on the current bus order would have required a decision at the February Board Retreat. Given the magnitude of this kind of a change, the Board elected not make a selection at the Retreat.

The work required to possibly change our bus livery cannot be completed in time to include in the production of the 64 buses that we have on order. Parts and components are being ordered now for these coaches and production will begin later this Spring with delivery starting in the early Fall. These 64 buses will have our current livery.

Should the Board desire to further consider changes to the Foothill Transit livery, staff would recommend that study sessions be scheduled to review all aspects of such a potential change. This would include: livery design options, national livery trends, and technology advances, agency visibility in our communities, costs and timelines. Should the Board elect to study this issue further, staff would recommend that a study session be scheduled in June to begin to explore the concept in more detail.

The six initial livery designs that the Board considered are provided in Attachment A. Additional livery designs could be considered by the Board should you wish to explore the concept of making further changes.

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As an alternative, should the Board elect to not explore this concept further at this time, the work done to date will be maintained and could be utilized at some future point.

## Budget Impact

There is no direct budget impact related this specific recommendation. Should the Board elect to change Foothill Transit's livery, the budget impact would be fully explored during study sessions.

Sincerely,



Felicia E. Friesema  
Director of Marketing and Communications



Doran J. Barnes  
Executive Director

Attachment















